



The North Central Camera Club Council News Bulletin

"Where Names Become Faces and Faces Become Friends"

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HELPFUL HINTS FOR MAKING OF A SLIDE ESSAY

1. Decide on a theme or topic for your essay that will appeal to your audience. Beauty, humor, tourism, nature, etc are all good topics to consider.
2. Audio: Select music that is complimentary to your theme. It should be run at a moderate to low volume. If you opt to include voice over do not raise or lower the volume of the music, but talk over at a normal voice using good diction and inflection. Make these additions smoothly without additional noise that detracts from your show.
3. Be ruthless: edit, edit, edit. Select strong images with good color saturation, good exposure, impact, good composition and of course, be sure the image is in sharp focus. If it is out of focus, it shouldn't be included in your show. There are exceptions, of course, i.e.: images showing speed, etc., but if it is questionable, don't include it.
4. Vary the images: wide, medium, close-up for greater impact.
5. Transitions should be subtle and not dominate your essay. Fade in/fade out is still a good idea except where you want to "make a statement", but try not to overdo a good thing...especially the Ken Burns effect! You don't want your viewers to get sea sick!
6. Try to keep your images in chronological order so they make the viewer know where you want them to go.
7. Beware of flipping from horizontal to vertical format too often. Use several similar formats in a row before changing.
8. Try to color carry over from one image to the next so they flow easily on the eye. Try warm, followed by warm. This does not mean all the images have to be the same color!
9. Tonality: try not to go from a dark to a light image as it is jarring. Ease into changes.
10. End your show with a "WOW"!
11. Double check the time length of your essay not to exceed 6 minutes. Less than six minutes is often better. You don't want your viewers to get bored!
12. Have fun! These suggestions are from a number of N4C people, past & present. It's always a pleasure seeing what surprises you have in store of us!

Lynda Richards